

Tips for Developing a Marketing Plan: Heavenly Pies Example

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A marketing plan is probably the most important but least thought about aspect of a business. It is the part of a company's business plan that outlines the marketing strategy for the company and its products.

There are several formats in which a marketing plan can be developed. While each format may appear different, they all contain the same general information. The marketing plan includes information such as a description of the product or service offered, pricing goals and guidelines, definition of the target markets, information about competitors, the marketing budget and promotional endeavors.

Just as marketing plans can have different formats, they can also differ in the amount of detail that they contain. When developing the first marketing plan, it is a good idea to keep it simple. This will help to keep the focus on the new ideas and thoughts that are being generated. As time passes, it is important to increase the level of detail contained within the marketing plan.

A marketing plan should be a guide on which to base decisions and should ensure that everyone in an organization is working together to achieve the same goals. A good marketing plan can prevent an organization from reacting to problems in a piecemeal manner and even help in anticipating problems.

Tips and Hints

As you read and work through each section, keep the following tips and hints in mind:

Keep the marketing plan simple.

Many small business owners get so involved in details that they lose sight of their goals. By keeping the plan simple, a clear road map is created which focuses on what needs to be accomplished.